

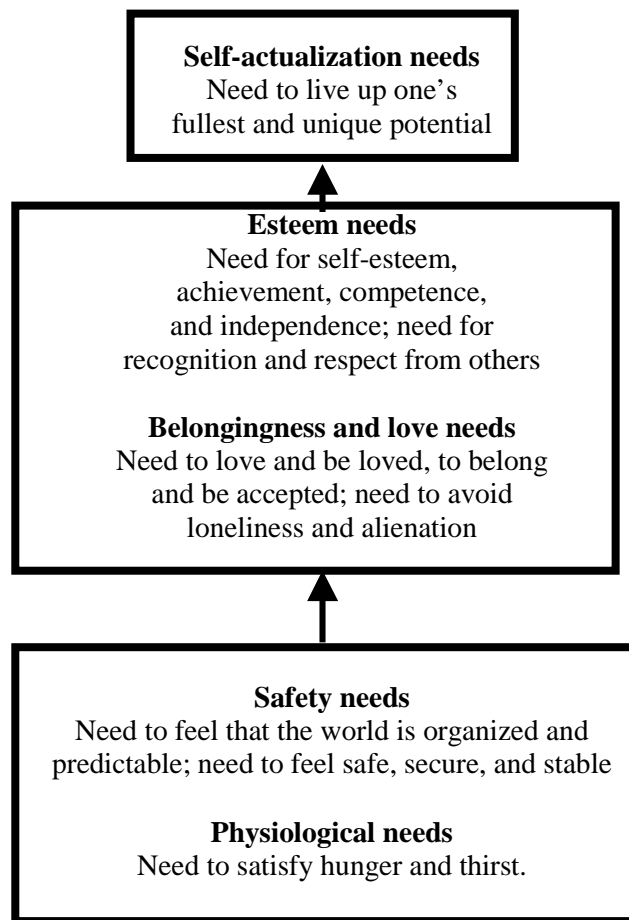
Advanced Placement Psychology

Chapter 12: Motivation

(<http://www.ApPsychology.net>)

Motivation

- **Motivation**- a need or desire that energizes and directs behavior
- **Instinct**- complex behavior that is rigidly patterned throughout a species and is unlearned
- **Drive-Reduction Theory**- the idea that a physiological need creates an aroused tension state (a drive) that motivates an organism to satisfy the need
- **Homeostasis**- 1. tendency to maintain a balanced or constant internal state 2. regulation of any aspect of body chemistry around a particular level
- **Incentives**- a positive or negative environmental stimulus that motivates behavior.
- **Maslow's Hierarchy of Needs:**



- begins with physiological needs that must be satisfied
- the higher-level safety needs become active
- then psychological needs become active

Motivation-Hunger

- Stomach contractions accompany our feelings of hunger
- **Glucose**
 - the form of sugar that circulates in the blood
 - provides the major source of energy for body tissues
 - when its level is low, we feel hunger

- **Set Point**
 - the point at which an individual's "weight thermostat" is supposedly set
 - when the body falls below this weight, an increase in hunger and a lowered metabolic rate may act to restore the lost weight.
- **Metabolic Rate**- body's base rate of energy expenditure
- The **hypothalamus** controls eating and other body maintenance functions

Eating Disorders

- **Anorexia Nervosa**
 - When a normal-weight person diets and becomes significantly underweight, yet, still feeling fat, continues to starve
 - Usually adolescent female
 - When a person weighs less than 85% of their normal body weight
 - 95% of sufferers are female
 - most are between the ages of 18-30
 - 30% of persons diagnosed with anorexia nervosa die
- **Bulimia Nervosa**
 - Disorder characterized by private "binge-purge" episodes of overeating, usually of high caloric foods, followed by vomiting or laxative use

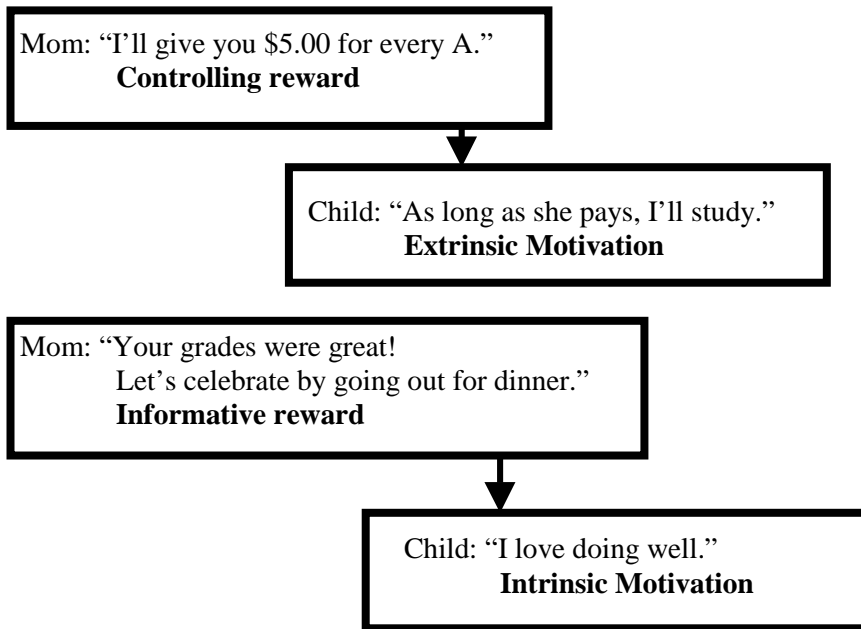
Sexual Motivation

- Sex is a physiologically based motive, like hunger, but it is more affected by learning and values
- **Sexual Response Cycle**
 - The four stages of sexual responding described by Masters and Johnson
 1. Excitement
 2. Plateau
 3. Orgasm
 4. Resolution
- **Refractory Period**- resting period after orgasm, during which a man cannot achieve another orgasm
- **Estrogen**- a sex hormone, secreted in greater amounts by females than by males
- **Forces Affecting Sexual Motivation:**
 - Imaginative stimuli
 - External stimuli
 - Physiological readiness
- **Sexual Disorders**- problems that consistently impair sexual arousal or functioning
 - In Men
 - **Premature ejaculation**- ejaculation before they or their partners wish
 - **Impotence**- inability to have or maintain erection
 - In Women
 - **Orgasmic disorder**- infrequent or absent orgasms
- **Sexual Orientation**- an enduring sexual attraction toward members of either one's own gender (homosexual orientation) or the other gender (heterosexual orientation)

Motivation

- **Achievement Motivation**- a desire for significant accomplishment
 - For mastery of things, people, or ideas
 - For attaining a high standard
 - McClelland and Atkinson believed fantasies would reflect achievement concerns
- **Intrinsic Motivation**- desire to perform a behavior for its own sake or to be effective
- **Extrinsic Motivation**- desire to perform a behavior due to promised rewards or threats of punishment

- **Rewards Affect Motivation**



- **Industrial/Organizational (I/O) Psychology**- sub-field of psychology that studies and advises on workplace behavior
- **I/O Psychologists**- help organizations select and train employees, boost morale and productivity, and design products and assess responses to them
- **Task Leadership**- goal-oriented leadership that sets standards, organizes work, and focuses attention on goals
- **Social Leadership**- group-oriented leadership that builds teamwork, mediates conflict, and offers support
- **Theory X**
 - Assumes that workers are basically lazy, error-prone, and extrinsically motivated by money
 - Should be directed from above
- **Theory Y**
 - Assumes that, given challenge and freedom, workers are motivated to achieve self-esteem and to demonstrate their competence and creativity

Bibliography

Myers, David G., Psychology Fifth Edition. Worth Publishers, Inc. New York, NY ©1998